

Research on the Application of Cross-cultural Awareness in English Translation Studies of Tourist Spots

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Abstract: By incorporating cross-cultural awareness into the translation of historical figures and events in tourist attractions, foreign tourists can quickly understand the relevant historical background of tourist attractions. To infiltrate cross-cultural awareness into the English translation of scenic spots can deal with the conflicts brought about by cross-culture well. However, there are still many problems in the English translation of scenic spots in China, such as the inconsistency of the English translation of the names of scenic spots, the lack of understanding of history and culture, and the errors in the translation of words. Based on this, this paper first expounds the current situation of English translation of tourist attractions in China, analyses the problems existing in English translation of tourist attractions, and puts forward corresponding improvement strategies.

1. Research Background

1.1 Literature review

In recent years, the rapid development of China's tourism industry, to a certain extent, has an important impact on the world's economy and culture, but also plays a certain role in promoting people's cross-cultural exchanges (Zhu and Xiang, 2018). People from different cultures in different countries have different cultural exchanges, which is actually cross-cultural exchanges. English translation in Chinese tourist attractions is actually a kind of cross-cultural communication. With the continuous development of economic globalization, China has become more and more famous in the world. As a big tourist country, China will have more frequent contacts with other countries in many fields (Liu and Liu, 2017). The continuous development of China's tourism industry has led to the rise of cross-cultural tourism English. On the one hand, English translation of tourist attractions needs to convey accurate information to tourists. On the other hand, it also needs to attract tourists' attention and stimulate tourists' interest in the natural landscape and human history of tourist attractions. At the same time, it can also effectively stimulate tourists' desire to buy tourism products (Zhu, 2018). English translation of cross-cultural tourist attractions can achieve the long-term development of tourism. It can be seen that the English translation of tourist attractions is not only a transformation of different language tools, but also an important expression of cultural exchanges among countries. With the help of accurate English translation of tourist attractions, Chinese culture can be better promoted to the world, which plays an important role in enhancing China's international influence (Chen et al., 2017).

1.2 Purpose of research

With the deepening of global integration and the improvement of people's living standards, China's tourism industry has developed, and exchanges between countries have become more and more frequent. Under this background, intercultural communicative tourism English has also developed rapidly. Many experts have said that they can't learn a language well without cultural background, but at present, under the influence of many objective factors, the English translation level of Chinese tourist attractions still can't highlight the cultural characteristics. As a typical cross-cultural communication activity, English translation of tourist attractions represents not only the transformation of linguistic symbols, but also a special transnational cultural mode. Cross-cultural awareness plays a very important role in tourism English translation. Tourism English is not only an

important way to transform the languages of different countries, but also an important way of world cultural exchange. Accurate translation of Chinese tourist attractions culture is conducive to the dissemination of Chinese culture to the whole world and the improvement of China's image in the world. Therefore, it is of great practical value and significance to study the practical application of cross-cultural awareness in tourism English translation.

2. Current Situation of English Translation of Tourist Spots

In recent years, with the rapid development of China's tourism industry, the number of English translators of tourist attractions is also growing rapidly. Compared with the data of 2016, the number of tourist attractions increased by nearly 20.45% by 2017. According to this data, it can also be seen that the translation of tourist attractions has become an indispensable service content for most tourist attractions. However, as far as English translation of tourist attractions is concerned, English translation of tourist attractions still faces many problems and more severe challenges. Among them, the most serious problem is the poor standardization of scenic spot translation. For example, most scenic spot names are not translated uniformly. What is more serious is that the same scenic spot names are translated differently in different places, which directly leads to the tourist's indistinct identification and vague recognition of scenic spots. Moreover, some scenic spots use Chinese translation, Pinyin, grammar are inaccurate and totally incorrect. Language problems also exist, which often mislead tourists (Lin, 2019).

For example, the first day, translated as "The sight", which does not have the original artistic conception of the landscape, will also cause tourists to lose interest in it. In addition, English translations of scenic spots generally follow the text when explaining to tourists, and do not have the explanatory ability when answering questions posed by tourists (Feng and Yang, 2017). Some English translators in tourist attractions still have limitations in their knowledge, so it is difficult for tourists to reach the goal of intercultural communication without corresponding answers. China's tourism industry has made great progress in recent years. For foreign tourists, they can not only enjoy the beautiful scenery, but also have a deep understanding of local customs and culture through the explanations of English translators. At present, the development of China's tourism industry should strengthen the application of cross-cultural awareness to avoid cultural differences (Qi, 2019). Because of cultural differences, some tourist attractions bring basic requirements for tourism, that is, to enable people with cultural background differences to actively carry out cross-cultural exchanges. As far as English translation of tourist attractions is concerned, it should have more abundant cultural information.

3. Main Problems in English Translation of Tourist Spots

3.1 The English translation of the names of scenic spots is not uniform

In the translation of the names of tourist attractions in China, the translation of some names of tourist attractions is not uniform. This problem is common in China's major tourist attractions. Generally, it is mainly embodied in the signs of tourist attractions. There are differences between the translated names and the translated names on the distribution maps of tourist attractions. Faced with this situation, some scenic spots directly adopt new translated names, while some places still adopt old translated names. The inconsistent translation of tourist attractions' names will directly mislead foreign tourists. That leads them to go into the cognitive blind zone, and even directly think of them as two different scenic spots (Mu, 2018). This is not conducive to the memory of foreign tourists to the scenic spot, but also to the cultural heritage of the scenic spot itself. Not only that, but there are also some inconsistencies in English translation in some tourist brochures. The brochure of tourist attractions is an important material for a country to publicize the tourist attractions. The translation of the brochure of tourist attractions has a direct impact on the image of the country and on the external publicity effect of the tourist attractions. Therefore, it is of great practical significance to study the cross-cultural awareness in English translation of tourist attractions.

3.2 Incorrect understanding of words leads to errors in English translation

The main reason for this phenomenon is that English translators do not know enough about the cultural knowledge of tourist attractions and simply translate from the literal meaning, which is not thorough enough and meticulous enough. Translators blindly translate according to Chinese expressions and habits, without worrying about the grammatical structure of words in English, and translate them into English in a rigid tone, even grammatical errors, meaning completely changed. For example, in many scenic spots in China, there are tourist maps of scenic spots. The word “present location” in these maps is translated into typical Chinglish in many scenic spots. In fact, as long as we follow the thinking and language structure habits of foreigners, we can accurately translate English that foreign tourists can understand.

3.3 Lack of full understanding of historical and cultural connotation

Different countries and nationalities have different linguistic and cultural differences. Language, to a certain extent, is a part of the cultural carrier. There have been differences between Chinese and Western cultures, which will inevitably lead to misunderstandings in tourism English translation to a certain extent. The introduction of tourist attractions in China basically involves a long history and cultural background. The translators of tourist attractions do not have a deep understanding of professional vocabulary, coupled with the inherent differences between Chinese and Western cultures, which will inevitably lead to some very low-level mistakes, which will inevitably have a negative impact on the tourist attractions. If English translators do not have sufficient historical and cultural accumulation of scenic spots and do not have a thorough understanding of the background cultural knowledge of scenic spots, there will be errors in cross-cultural translation. Therefore, in the face of some historical sites, translators should first fully understand the historical and cultural background related to scenic spots, so as to ensure the accuracy of English translation results of scenic spots and reduce foreign tourists' misperceptions of scenic spots translation.

4. Strategies for Improving Cross-Cultural Awareness in English Translation of Tourist Spots

4.1 Enhancing the applicability and accuracy of translation terms

Translation does not have a distinct translation taste, and it does not read like translation, that is, the highest level of translation. Therefore, according to the traditional Chinese translation standards, in order to convey English translation to foreign tourists accurately and adequately, we need to constantly improve our mother tongue research level and have a thorough and full understanding of Chinese in order to carry out English translation reasonably and accurately. On the one hand, English translators should improve the accuracy of translation. When translating tourist attractions, they should choose appropriate and accurate translation vocabulary and methods to fully show foreign tourists the relevant content to be expressed. On the other hand, English translators should also enhance their practicability in the process of translation. When translating tourist attractions, they should pay attention to the understanding and acceptance of foreign tourists. It is also necessary to effectively integrate Chinese language and cultural background with foreign cultures. In addition, most of the scenic spots in China are named according to their actual geographical location, historical allusions and famous historical figures. Therefore, when translating scenic spots, translators should make full use of transliteration skills and combine foreign background culture to translate vocabulary, so as to enhance the applicability and accuracy of translation terms.

4.2 Strengthen the target reader's targeted guidance

In China, for different scenic spots, relatively stable tourist groups will exist in different scenic spots. Therefore, on the basis of Chinese local culture, English translators in scenic spots should formulate corresponding translation texts for different tourist groups, and try their best to match the language expression habits and cultural backgrounds of tourist groups. Enhance the comfort and convenience of tourists in the process of visiting scenic spots. In the process of translating tourist attractions, translators should consciously cultivate their own cross-cultural awareness, and improve

the actual translation level of different tourist attractions. For example, when translating into English in Hengshan Mountain, the famous Nanyue Mountains in China, translators need to integrate the Hengshan culture and the popular traditional Chinese culture in Southeast Asia with a long history and targeted guidance for Chinese tourists in Southeast Asia. Strengthen the sense of value and belonging of tourists in the process of tourism, and better promote the rapid development of China's tourism industry. Give full play to the value of tourist attractions, attract more foreign tourists, and create more economic benefits for society.

4.3 Pay attention to the study of cross-cultural knowledge

At present, it is an indispensable task for translators of tourist attractions in China to learn western culture. Cross-cultural knowledge is also a kind of translation comprehension. Nowadays, for most English translators in tourist attractions, translation is not only a standard translation service, but also a flexible space for English translators. Whether they are tour guides or commentators, their job is to explain to tourists the culture of scenic spots, the landscape of scenic spots, and the Chinese history and culture behind the scenic spots. Moreover, as a cultural porter, English translators need more in-depth understanding of Western culture. English translators pay attention to the study of cross-cultural knowledge, and can introduce cross-cultural ideas into the process of scenic spot translation through their own thinking. Where foreign tourists do not know about Chinese culture, tour guides can use their cross-cultural knowledge to make appropriate explanations. Therefore, paying attention to the study of cross-cultural knowledge in Chinese tourist attractions can help English translators to provide highly accurate tourism information to foreign tourists, and eliminate misunderstandings caused by cultural differences between China and the West as far as possible.

4.4 Adopt flexible translation skills

In different language environments and situations, the same language expresses different meanings. Most of the expressions in Chinese pay attention to the integration of emotions, while the expressions in English are very direct and vivid. In order to accurately convey the information of tourist attractions in China, English translators need to be in a position to restore the author's context, flexibly adopt literal translation, transliteration, free translation and other translation methods to truly convey the translation content. For example, tourists want to learn about scenic spots and Chinese history and culture from tour guides or interpreters. Tour guides and interpreters can flexibly translate relevant historical events and historical figures of scenic spots to foreign tourists. It can also communicate with tourists about historical events. During this period, we should make use of our own translation skills and cross-cultural knowledge to effectively integrate Chinese and Western culture, historical events, historical figures, and features of scenic spots. Such a translation method can not only let tourists understand the scenic spots, but also deepen the impression of tourists on them. Flexible English translation can fully reflect the artistic value of scenic spots and make the scenery presented by scenic spots close to culture. Let the history and culture of the scenic spot, English translators and tourists fully define their own positioning.

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